Abstract of the Invention

The present invention is related to a system and method of considering time segments or intervals in a collaborative filtering model. The present invention extends collaborative filtering approaches by integrating considerations of temporality into the training and/or vote input associated with the usage of collaborative filtering models. The present invention also applies filtering to the output with temporal models, so as to view a most appropriate subset of recommended content, centering on content that may be available at a target time. The present invention applies time to a collaborative filtering model by allowing weight to be associated with selections within a current time segment, selections historically watched within the current time segment by the user and selections historically watched within the current time segment by a large group of users.

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